

Consumer Goal #1

Consumers and health care providers will recognize physical therapists as practitioners of choice in prevention, rehabilitative and wellness services

Objectives:

- WPTA will have 25 partners in the Who is Your PT campaign
- Five hospitals will achieve direct access privileges by 12/31/10

Practitioner Goal #2

Practitioners will influence policy on access and payment for physical therapy services from diverse sources.

Objectives:

- Provide education to PTs and PTAs three different educational delivery modes on compliant documentation, billing, business systems and outcome measures to ensure optimal payment.
- Provide education and consultation to payers that results in three payer policy changes that are consistent with professional standards for medical necessity, skilled care, direct access, coding and documentation

Professional Goal #3

Members will demonstrate understanding of the attributes of autonomous practice as defined by APTA

Objectives:

- Provide member education on what autonomous practice is/looks like across all practice settings utilizing WPTA communication vehicles
- Develop and pilot an acute care practice model that is reflective of the tenets of APTA Vision 2020
- Monitor change in the practice environment

Professional Goal #4

Eliminate barriers to autonomous practice in Wisconsin

Objectives:

- Highlight autonomous practice success stories related to direct access
- Catalog barriers to autonomous practice and present strategies to overcome the barriers
- Formulate a legal and regulatory agenda to affect change necessary to permit autonomous practice

Professional Goal #5

Enhance membership by recruiting and retaining involved and engaged members

Objectives:

- Maintain the retention rate to at least 80% by 12/31/10
- Recruit at least 75 new members by 12/31/10

Essential Functions

- **Promote high standards of practice and professional integrity.**
- **Promote an informed membership.**
- **Preserve and expand the practice of physical therapy to meet the needs of people in Wisconsin.**
- **Facilitate public understanding and awareness of the value of physical therapy.**
- **Insure financial viability.**